

FSC-35-B		2/18/98	
SUBJECT: CTS WINSTON Cup/NASCAR Program			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Objective: Provide Field Sales with information regarding supplier changes to the CTS WINSTON Cup/NASCAR Program.

Purpose: Understand and communicate supplier change details to current and future CTS program participants.

Wheels Sports Group has replaced Sports Image as our contact for the CTS WINSTON Cup/NASCAR Program. A decision has been made to continue this program for the time being, but if future legislation restricts the offering of brand logoed items, the program will be terminated. (Please destroy any previous correspondence with reference to Sports Image.) Program details are as follows:

- Program has been designed to offer our Partner CTS retailers the opportunity to participate in a potential profit-making category that could add a point of difference to consumers.
- Wheels Sports Group is currently compiling a catalog for CTS outlets which will feature a limited number of WINSTON Cup related items (hats, cups, t-shirts, decals etc.).
 - Wheels Sports Group has committed to offer this merchandise to our CTS customers at special pricing.
 - The retailer must understand that Wheels Sports Group cannot provide them with access to driver specific merchandise with the lone exception of Jimmy Spencer, current driver of the WINSTON NO BULL CAR. Since in the past this has been a retailer concern, this should be discussed upfront to avoid potential problems.
- As with the Sports Image program, the actual business relationship is between the retailer and Wheels Sports Group.
- See Attachments A, B and C for program procedures and sign-up information.

IMPORTANT INFORMATION:

- Wheels Inc. has also developed a temporary NASCAR merchandise retail display program targeted for Convenience Stores. **This program is being sold exclusively by the Wheels Sports Group sales force and requires no action or involvement on the part of the RJR sales force.** Wheels Sports Group expects this program to begin arriving at retail sometime in the second quarter.

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Program Contacts: NESAs - Jim Perry extension #4360
 SSA - Pat O'Mara extension #7161
 WSA - Rich Pettorini extension #1052
 MWSA - Bill Duffy extension #5776

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